

## ABSTRACT OF THE DISCLOSURE

5        A method for permanently dyeing hair which comprises subjecting said hair to a number of treatments, having a set time interval between each two consecutive such treatments, wherein each treatment comprises steps a.) and b.) below:

a.)      contacting said hair, for a period of about 5 seconds to about 5 minutes with a recently made mixture of:

10     part ai: oxidative dye intermediates in a shampoo base at alkaline pH and wherein part ai optionally has about 0.01 to about 5.0% of a conditioning agent; and part ai optionally has about 0.01 to about 10.0% of a structurant;

part aii: an oxidative compound in a shampoo base at acidic pH and wherein part ai optionally has about 0.01 to about 5.0% of a conditioning agent; and part ai optionally has about 0.01 to about 10.0% of a structurant;

with the proviso that at least one of part ai and part aii has about 0.01 to about 5.0% of a conditioning agent; and part aii optionally has about 0.01 to about 10.0% of a structurant;

b.)      rinsing said mixture from said hair with water;

25     and wherein said number of treatments is between about 2 to about 30; and wherein said set time interval between each two consecutive treatments is between about 8 hours and 30 days.

100-34531-11 2001